Orders Order / Rev: 103694 Alt Order #: 06830033 BERKLEY FOR SENATE Product Desc:

Estimate: 30S

Flight Dates: Original Date / Rev:

10/30/12 - 11/05/12 06/28/12 / 08/10/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI National

Agency

Name:

**Shorr Johnson Magnus** 

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:15:00

15%

Cash

Advertiser

Name:

Priority:

Berkley, Shelley for Senate: #PCVLSed

Demographic: Product Codes: A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12   | 11/05/12 | 168     | \$48,575.00  | \$41,288   |

## **Totals**

\$41,288.75

| Month         | # Spots | Gross Amount | Net Amount  | Rating |
|---------------|---------|--------------|-------------|--------|
| November 2012 | 168     | \$48,575.00  | \$41,288.75 | 0.00   |
| Totals        | 168     | \$48.575.00  | \$41,288,75 | 0.00   |

## **Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 20%   | \$48,575.00  |
| Market      | 100%  | \$242 875 00 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 32%   | \$77,720.00 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 21%   | \$51,003.75 |
| KTUD              | 0%    | \$0.00      |
| KVVU              | 25%   | \$60,718.75 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 2%    | \$4,857.50  |
|                   |       |             |

|   | Ln       | Ch          | Start    | End      | Inventory Code   | Break           | Start/End Ti | me Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount   |
|---|----------|-------------|----------|----------|------------------|-----------------|--------------|---------|--------|-----|----------|----------|-------|----------|
| Ī | <u> </u> | KSNV        | 10/30/12 | 11/02/12 | Wake Up Early w/ | Wagn <b>⊛</b> M | 430a-5a      | -TWTF   | :30    | 4   | \$50,003 | 0.00 NM  | 4     | \$200.00 |
|   |          |             |          |          | Wake Up Early Wa | agners          |              |         |        |     |          |          |       |          |
|   |          | NEWS        |          |          |                  |                 |              |         |        |     |          |          |       |          |
|   |          | <u>Star</u> | t Date   | End Date | <u>Weekdays</u>  | Spots/Week      | <u>Rate</u>  | Rating  |        |     |          |          |       |          |
|   | W        | /eek: 10/2  | 29/12    | 11/04/12 | -TWTF            | 4               | \$50.00      | 0.00    |        |     |          |          |       |          |

Print Date: 08/10/12 16:50:06

KSNV

Page 2 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

| L Ol-    | Otent                              | <b></b>                     | l   | Б. 1            | C. (/m 1-m              |                       |        |    |           |                 |    |                          |
|----------|------------------------------------|-----------------------------|---|-----------------|-------------------------|-----------------------|--------|----|-----------|-----------------|----|--------------------------|
| Ln Ch    | Start                              | End                         | Inventory Code                                |                 | Start/End T             | <del></del>           | Len Sp |    | Rate Pri  |                 |    | Amount                   |
| E 1 KSN  |                                    | 2 11/02/12                  | Wake Up Early w<br>Wake Up Early W            | •               | 430a-5a                 | ⊶TWTF                 | :30    | 4  | \$50.003  | 0.00 NM         | 4  | \$200.00                 |
| NEW      | S<br>Start Date                    | End Date                    | Weekdays                                      | Spots/Week      | <u>Rate</u>             | Rating                |        |    |           |                 |    |                          |
| Week: 1  |                                    | 1 <b>1</b> /04/12           | -TWTF   | 4               | \$50.00                 | 0.00                  |        |    |           |                 |    |                          |
|          |                                    | 2 11/05/12                  | Wake Up Early wa<br>Wake Up Early W           | •               | 430a-5a                 | M                     | :30    | 1  | \$50.003  | 0.00 NM         | 1  | \$50.00                  |
| _        | Start Date                         | End Date                    | Weekdays<br>M                                 | Spots/Week      | Rate                    | Rating                |        |    |           |                 |    |                          |
|          | 1/05/12<br>V 11/05/1               | 11/11/12<br>2 11/05/12      | M-F 5-6a WakeU                                | ow/WaGM         | \$50.00<br>5-6a         | 0,00<br>M             | :30    | 2  | \$200.003 | 0.00 NM         | 2  | \$400.00                 |
| NEW      |                                    |                             | M-F 5-6a WakeU                                | _               |                         |                       |        | _  | 720000    |                 |    | V 100.00                 |
| -        | Start Date<br>11/05/12             | End Date<br>11/11/12        | Weekdays<br>M                                 | Spots/Week<br>2 | <u>Rate</u><br>\$200.00 | Rating<br>0.00        |        |    |           |                 |    |                          |
| -        |                                    |                             | M-F 5-6a WakeU                                | <del></del>     | 5-6a                    | -TWTF                 | :30    | 8  | \$200.003 | 0.00 NM         | 8  | \$1,600.00               |
| NEW      |                                    |                             | M-F 5-6a WakeU                                | _               |                         |                       | .55    |    | ¥=03.000  | 0.00 1 1111     |    | φ1,000.00                |
| _        | Start Date                         | End Date                    | <u>Weekdays</u>                               | Spots/Week      | Rate                    | Rating                |        |    |           |                 |    |                          |
|          | 10/29/12                           | 11/04/12                    | ~TWTF~~                                       | 8               | +                       | 0.00                  | -00    |    | #000 000  | 0.00.101        |    | 40 (00 00                |
| E 5 KSN  | 10/30/1                            | 2 11/02/12                  | M-F 6-7a WakeU <sub>l</sub><br>M-F 6-7a WakeU |                 | 6-7a                    | -TWTF                 | :30    | 8  | \$300.003 | 0.00 NM         | 8  | \$2,400.00               |
| NEW      |                                    |                             |   |                 |                         |                       |        |    |           |                 |    |                          |
| _        | Start Date<br>10/29/12             | <u>End Date</u><br>11/04/12 | <u>Weekdays</u><br>~TWTF~~                    | Spots/Week<br>8 | <u>Rate</u><br>\$300.00 | Rating<br>0.00        |        |    |           |                 |    |                          |
|          |                                    |                             | M-F 6-7a WakeU                                |                 | 6-7a                    | M                     | :30    | 2  | \$300.003 | 0.00 NM         | 2  | \$600.00                 |
| NEW      | IS.                                |                             | M-F 6-7a WakeU                                | p w/Wagners     |                         |                       |        |    |           | ì               |    |                          |
|          | Start Date                         | End Date                    | <u>Weekdays</u>                               | Spots/Week      | <u>Rate</u>             | Rating                |        |    |           |                 |    |                          |
|          | 11/05/12                           | 11/11/12                    | M   | 2               | •                       | 0.00                  | ·····  |    |           |                 |    |                          |
|          |                                    | 2 11/05/12                  | Today Show<br>Today Show                      | CM              | 658a-9am                | M                     | :30    | 4  | \$400.003 | 0.00 NM         | 4  | \$1,600.00               |
| TOD,     | A r<br>Start Date                  | End Date                    | <u>Weekdays</u>                               | Spots/Week      | Rate                    | Rating                |        |    |           |                 |    |                          |
|          | 11/05/12                           | 11/11/12                    | M   | 4               |                         | 0,00                  |        |    |           |                 |    |                          |
|          |                                    | 2 11/02/12                  | Today Show<br>Today Show                      | СМ              | 658a-9am                | -TWTF                 | :30    | 16 | \$400.003 | 0.00 <b>NM</b>  | 16 | \$6,400.00               |
| TOD,     | A Y<br>Start Date                  | End Date                    | Weekdavs                                      | Spots/Week      | Rate                    | Rating                |        |    |           |                 |    |                          |
| Week;    | 10/29/12                           | 11/04/12                    | -TWTF   | 16              |                         | 0.00                  |        |    |           |                 |    |                          |
| E 9 KSN  | IV 10/30/1                         | 12 11/04/12                 | Wake Up Early w<br>Wake Up Early V            | -               | 430a-5a                 | -TWTS                 | :30    | 4  | \$150.003 | 0.00 NM         | 4  | \$600.00                 |
| EAR      |                                    | E. J.D.L.                   | Martine                                       | 0               | ъ.                      | D. #                  |        |    |           |                 |    |                          |
| -        | Start Date<br>10/29/12             | End Date<br>11/04/12        | <u>Weekdays</u><br>-TWTS                      | Spots/Week<br>4 |                         | Rating<br>0.00        |        |    |           |                 |    |                          |
| E 10 KSN | IV 11/05/                          | 12 11/05/12                 | Wake Up Early w<br>Wake Up Early V            | _               | 430a-5a                 | M                     | :30    | 1  | \$150.003 | 0.00 NM         | 1  | \$150.00                 |
| EAR      | LY                                 |                             | wake op Lany v                                | vagners         |                         |                       |        |    |           |                 |    |                          |
|          | Start Date                         | End Date                    | <u>Weekdays</u><br>M                          | Spots/Week      |                         | Rating                |        |    |           |                 |    |                          |
|          | 11/05/12<br>IV 11/05/ <sup>2</sup> | 11/11/12<br>12 11/05/12     |   | CM              | \$150.00<br>12-1230pm   | 0.00<br>M             | :30    | 1  | \$175.003 | 0,00 NM         | 1  | \$175.00                 |
|          |                                    |                             | Noon News                                     |                 | <b></b>                 |                       |        |    | *         | 5,55            |    | <b>4</b> 17 <b>070</b> 0 |
| NEW      | /S<br>Start Date                   | End Date                    | Weekdays                                      | Spots/Week      | <u>Rate</u>             | Rating                |        |    |           |                 |    |                          |
| Week:    | 11/05/12                           | 11/11/12                    | M   | 1               | \$175.00                | 0.00                  |        |    |           |                 |    |                          |
|          |                                    | 12 11/02/12                 | Noon News<br>Noon News                        | СМ              | 12-1230pm               | ~TWTF~~               | :30    | 4  | \$175,003 | 0.00 NM         | 4  | \$700.00                 |
| NEV      |                                    | End D-4:                    | Machday-                                      | On at = 887 1   | D-1-                    | Detico                |        |    |           |                 |    |                          |
| _        | Start <u>Date</u><br>10/29/12      | <u>End Date</u><br>11/04/12 | <u>Weekdays</u><br>-TwTF                      | Spots/Week<br>4 |                         | <u>Rating</u><br>0.00 |        |    |           |                 |    |                          |
|          |                                    | 12 11/02/12                 | . " •   | CM              | 9-10a                   | -TWTF                 | :30    | 8  | \$175.003 | 0.00 <b>N</b> M | 8  | \$1,400.00               |

Print Date: 08/10/12 16:50:06

KSNV

Page 3 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate: 30S

e

| Ln Ch                  | Start                    | End                         | Inventory Code                   |                     | Start/End Ti            | me Days        | Len Sp | ots | Rate Pri  | Rtg Type   | Spots | Amount          |
|------------------------|--------------------------|-----------------------------|----------------------------------|---------------------|-------------------------|----------------|--------|-----|-----------|------------|-------|-----------------|
|                        |                          |                             | M-F Today Show M-F Today Show    |                     |                         |                | ,      |     |           |            | -8    |                 |
| TODAY                  | II                       |                             | With Today Chow                  | "                   |                         |                |        |     |           |            |       |                 |
|                        | rt Date                  | End Date                    | <u>Weekdays</u>                  | Spots/Week          | Rate                    | <u>Rating</u>  |        |     |           |            |       |                 |
| Week: 10/              |                          | 11/04/12                    | -TWTF                            | 8                   | \$175.00                | 0.00           |        |     |           | ·····      |       |                 |
| E 14 KSNV              | 11/05/1                  | 2 11/05/12                  | M-F Today Show                   |                     | 9-10a                   | M              | :30    | 2   | \$175.003 | 0.00 NM    | 2     | \$350.00        |
| TODAY                  | П                        |                             | M-F Today Show                   | 11                  |                         |                |        |     |           |            |       |                 |
| <u>Sta</u>             | rt Date                  | End Date                    | <u>Weekdays</u>                  | Spots/Week          | <u>Rate</u>             | Rating         |        |     |           |            |       |                 |
| Week: 11/              | 05/12                    | 11/11/12                    | M                                | 2                   | \$175.00                | 0.00           |        |     |           |            |       |                 |
| E 15 KSNV              | <b>1</b> 1/ <b>0</b> 5/1 | 2 11/05/12                  | The Agenda 1230                  | -                   | 1230-1p                 | M              | :30    | 1   | \$150.003 | 0.00 NM    | 1     | \$150.00        |
| AGEND                  | Δ.                       |                             | The Agenda 1230                  | )pm                 |                         |                |        |     |           |            |       |                 |
|                        | rt Date                  | End Date                    | Weekdays                         | Spots/Week          | Rate                    | Rating         |        |     |           |            |       |                 |
| Week: 11/              |                          | 11/11/12                    | M                                | 1                   | \$150.00                | 0.00           |        |     |           |            |       |                 |
| E 16 KSNV              | 10/30/1                  | 2 11/02/12                  | The Agenda 1230                  | pm CM               | 1230-1p                 | -TWTF          | :30    | 4   | \$150.003 | 0.00 NM    | 4     | \$600.00        |
| ACENE                  |                          |                             | The Agenda 1230                  | )pm                 |                         |                |        |     |           |            |       |                 |
| AGEND                  | rt Date                  | End Date                    | Weekdays                         | Spots/Week          | Poto                    | Poting         |        |     |           |            |       |                 |
| Week: 10/              |                          | 11/04/12                    | -TWTF                            | <u>Spots/11/66K</u> | <u>Rate</u><br>\$150.00 | Rating<br>0.00 |        |     |           |            |       |                 |
| E 17 KSNV              |                          |                             | Rachael Ray                      | СМ                  | 11am-12pm               | -TWTF          | :30    | 4   | \$150.003 | 0.00 NM    | 4     | \$600.00        |
|                        |                          |                             | Rachael Ray                      |                     | •                       |                |        |     |           |            |       | *******         |
| RACHE                  |                          |                             |                                  |                     | <b>.</b>                |                |        | ٠   |           |            |       |                 |
| Sta<br>Week: 10/       | rt <u>Date</u>           | End Date<br>11/04/12        | <u>Weekdays</u><br>-TWTF         | Spots/Week<br>4     | <u>Rate</u><br>\$150.00 | Rating<br>0.00 |        |     |           |            |       |                 |
| E 18 KSNV              |                          |                             | Rachael Ray                      | CM                  | 11am-12pm               | M              | :30    | 1   | \$150.003 | 0.00 NM    | 1     | \$150.00        |
| is to none             | 11100/1                  | 2 11100112                  | Rachael Ray                      | O.III               | riam izpini             | ,,,            | .50    | '   | φ100.000  | 0.00 14141 |       | Ψ130.00         |
| RACHE                  |                          |                             |                                  |                     |                         |                |        |     |           |            |       |                 |
|                        | rt Date                  | End Date                    | <u>Weekdays</u>                  | Spots/Week          | Rate                    | Rating         |        |     |           |            |       |                 |
| Week: 11/              |                          | 11/11/12                    | M<br>M-F Today Show              | 111 446 1294        | \$150.00<br>10am-11am   | 0.00           | :30    | 1   | #4E0.000  | 0.00 NM    |       | <b>\$450.00</b> |
| E 19 KONV              | 11/05/1                  | 2 11/05/12                  | Today 4th Hour                   | 111 4(11 1011/1     | roam-Tram               | M              | :30    | 1   | \$150.003 | 0.00 NM    | 1     | \$150.00        |
| TODAY                  | ′ 3                      |                             |                                  |                     |                         |                |        |     |           |            |       |                 |
| -                      | ırt Date                 | End Date                    | <u>Weekdays</u>                  | Spots/Week          | <u>Rate</u>             | <u>Rating</u>  |        |     |           |            |       |                 |
| Week: 11/              |                          | 11/11/12                    | М                                | 1                   | \$150.00                | 0.00           |        |     |           |            |       |                 |
| E 20 KSNV              | 10/30/1                  | 2 11/02/12                  | M-F Today Show<br>Today 4th Hour | III 4th KSM         | 10am-11am               | -TWTF          | :30    | 4   | \$150.003 | 0.00 NM    | 4     | \$600.00        |
| TODAY                  | ′ 3                      |                             | roday 401 riodi                  |                     |                         |                |        |     |           |            |       |                 |
| Sta                    | rt Date                  | End Date                    | <u>Weekdays</u>                  | Spots/Week          | <u>Rate</u>             | Rating         |        |     |           |            |       |                 |
| Week: 10               |                          | 11/04/12                    | -TWTF                            | 4                   | \$150.00                | 0.00           |        |     |           |            | l     |                 |
| E 21 KSNV              | 10/30/1                  | 2 11/02/12                  |                                  | CM                  | 3-4p                    | -TWTF          | :30    | 8   | \$200.003 | 0.00 NM    | 8     | \$1,600.00      |
| PHIL                   |                          |                             | Dr Phil                          |                     |                         |                |        |     |           |            |       |                 |
|                        | art Date                 | End Date                    | Weekdays                         | Spots/Week          | Rate                    | Rating         |        |     |           |            |       |                 |
| Week: 10               |                          | 11/04/12                    | -TWTF                            | 8                   |                         | 0.00           |        |     |           |            |       |                 |
| E 22 KSNV              | 11/05/1                  | 12 11/05/12                 |                                  | CM                  | 3-4p                    | M              | :30    | 2   | \$200.003 | 0.00 NM    | 2     | \$400.00        |
| PHIL                   |                          |                             | Dr Phil                          |                     |                         |                |        |     |           |            | 1     |                 |
|                        | art Date                 | End Date                    | Weekdays                         | Spots/Week          | Rate                    | Rating         |        |     |           |            |       |                 |
| Week: 11.              |                          | 11/11/12                    | M                                | 2                   |                         | 0.00           |        |     |           |            |       |                 |
| E23 KSNV               | 11/05/                   | 12 11/05/12                 | News 3 at 430pm                  | CM                  | 430-5pm                 | М              | :30    | 1   | \$300,003 | 0.00 NM    | 1     | \$300.00        |
| NEWAO                  |                          |                             | News 3 at 4:30PI                 | М                   |                         |                |        |     |           |            |       |                 |
| NEWS<br>Sta            | art Date                 | End Date                    | Weekdays                         | Spots/Week          | Rate                    | Rating         |        |     |           |            |       |                 |
| Week: 11               |                          | 11/11/12                    | M                                | 1                   | \$300.00                | 0.00           |        |     |           |            | Ì     |                 |
| ,                      |                          |                             | News 3 at 430pm                  | CM                  | 430-5pm                 | ∴TWTF          | :30    | 4   | \$300.003 | 0.00 NM    | 4     | \$1,200.00      |
|                        |                          |                             | News 3 at 4:30Pl                 |                     |                         |                |        |     |           |            |       | •               |
| NEWS                   |                          | End Data                    | Mookday                          | Chotofilles!        | Deta                    | Dating         |        |     |           |            |       |                 |
| <u>Sta</u><br>Week: 10 | art Date<br>/29/12       | <u>End Date</u><br>11/04/12 | <u>Weekdays</u><br>-TWTF         | Spots/Week<br>4     |                         | Rating<br>0.00 |        |     |           |            |       |                 |
| E 25 KSNV              |                          |                             |                                  | CM                  | 4-430p                  | -TWTF          | :30    | 4   | \$300.003 | 0.00 NM    | 4     | \$1,200.00      |
|                        |                          |                             |                                  | - 1                 | i-                      | ,              |        |     | ,         | 3.23 (110) | • '   | +.,200.00       |

Print Date: 08/10/12 16:50:06

KSNV

Page 4 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order#:
Flight Dates:

06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount News 3 at 4 (1/2 hr) News 3 at 4 **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate 11/04/12 -TWTF--Week: 10/29/12 \$300.00 0.00 E 26 KSNV 11/05/12 11/05/12 News 3 at 4 (1/2 hr) CM 4-430p :30 \$300.003 0.00 NM M-----\$300,00 News 3 at 4 **NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 11/05/12 11/11/12 \$300.00 0.00 E 27 KSNV 11/05/12 11/05/12 M-F Early News CM 5-630p :30 \$450.003 0.00 NM M-----2 2 \$900.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$450.00 0.00 E 28 KSNV 10/30/12 11/02/12 M-F Early News CM 5-630p 0.00 NM -TWTF--:30 8 \$450.003 \$3,600.00 M-F Early News **NEWS** Spots/Week Start Date **End Date Weekdays** Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$450.00 0.00 E 29 KSNV 10/30/12 11/02/12 Face to Face w/ RaistonCM 730-758pm --TWTF--:30 \$225.003 0.00 NM 4 \$900.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--0.00 \$225.00 E 30 KSNV 11/05/12 11/05/12 Face to Face w/ RalstonCM 730-758pm :30 \$225,003 0.00 NM M----1 1 \$225.00 Face to Face w/ J.Ralston **FACE** End Date Start Date Weekdays Spots/Week Rate Rating 11/11/12 M-----\$225.00 Week: 11/05/12 0.00 ----S-E 31 KSNV 11/03/12 11/03/12 Vegas Inc. CM 6:30-8pm :30 \$150.003 0.00 NM \$150.00 Vegas Inc. **VEGAS INC** Spots/Week Start Date End Date Weekdays Rate Rating ----S-Week: 10/29/12 11/04/12 \$150.00 0.00 E 32 KSNV 10/30/12 11/02/12 M-F Jeop/Wheel CM 630-730pm -TWTF--:30 \$400.003 0.00 NM 8 \$3,200.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Weekdays Start Date End Date Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$400.00 0.00 E 33 KSNV 11/05/12 11/05/12 M-F Jeop/Wheel CM 630-730pm M----:30 \$400.003 0.00 NM \$800.00 2 M-F Jeopardy/Wheel of Fortune **JEP/WHEEL** Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 11/05/12 11/11/12 \$400.00 E34 KSNV 11/03/12 11/03/12 -----S-Weekend Jeopardy/WheaM 630-730pm :30 \$250.003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL Spots/Week Start Date End Date <u>Weekdays</u> <u>Rate</u> Rating \$250.00 Week: 10/29/12 11/04/12 ---S-0.00 E 35 KSNV 11/04/12 11/04/12 News 3 Live in Prime 7-10pm -----5 :30 1 \$600.003 0.00 NM \$600.00 1 News 3 in Prime NEWS IN PRIME AFTER NFL Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 Week: 10/29/12 \$600.00 0.00 E36 KSNV 11/02/12 11/02/12 Fri PR 9-10p CM 9-10pm ---F--:30 1 \$1,000.003 0.00 NM \$1,000.00 Friday Prime 9-10pm **GRIMM** Start Date **End Date** Weekdays Spots/Week Rate Rating ----F--11/04/12 \$1,000.00 Week: 10/29/12 0.00E37 KSNV 11/02/12 11/02/12 СМ 8-9pm ----F--:30 1 \$750.003 0.00 NM \$750.00

Print Date: 08/10/12 16:50:06 Page 5 of 6

**KSNV** 

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch Break Start/End Time Start End Inventory Code Davs Len Spots Rate Pri Rtg Type Spots Amount Fri PR 8-9p Friday Prime 8-9pm WHIT/COMM Start Date End Date Weekdays Spots/Week Rate Rating ----F--Week: 10/29/12 11/04/12 \$750.00 0.00 E 38 KSNV 10/31/12 10/31/12 Wed PR 9-10p CM 9-10pm :30 1 \$1,700,003 0.00 NM -------\$1,700,00 Wednesday Prime 9-10pm SVU End Date Start Date **Weekdays** Spots/Week Rating Rate Week: 10/29/12 11/04/12 --W---\$1,700.00 0.00 E 39 KSNV 10/31/12 10/31/12 Wed PR 10-11p CM 10-11pm :30 1 \$1,400,003 0.00 NM \$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W----\$1,400.00 0.00 E 40 KSNV 11/01/12 11/01/12 Thurs PR 10-11p CM 10-11pm ---T---:30 1 \$1,400,003 0.00 NM \$1,400.00 Thursday Prime 10-11pm **ROCK CENTER** Spots/Week Start Date End Date Weekdays Rate Rating 11/04/12 ---T---Week: 10/29/12 \$1,400.00 0.00 E 41 KSNV 10/30/12 11/02/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 \$75.003 8 0.00 NM 8 \$600.00 Late Night w/Fallon **FALLON** Start Date End Date Weekdays Spots/Week Rating Rate -TWTF--Week: 10/29/12 11/04/12 \$75.00 0.00 E 42 KSNV 11/05/12 11/05/12 Late Night w/Fallon CM 1237a-136am :30 2 \$75,003 0.00 NM 2 \$150.00 Late Night w/Fallon **FALLON** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$75.00 0.00 E 43 KSNV 11/05/12 11/05/12 The Tonight Show M-----CM 1135p-1237a :30 \$185.003 0.00 NM 2 \$370.00 **Tonight Show** TON SHOW Start Date End Date Weekdays 1 4 1 Spots/Week Rating Rate M----Week: 11/05/12 11/11/12 \$185.00 0.00 E 44 KSNV 10/30/12 11/02/12 The Tonight Show CM 1135p-1237a -TWTF--:30 \$185,003 0.00 NM Я \$1,480.00 Tonight Show TON SHOW Start Date End Date Spots/Week Weekdays 1 4 1 Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$185.00 0.00 E 45 KSNV 10/30/12 11/02/12 M-F News 3 at Eleven CM 11pm-1135pm -TWTF--:30 \$425,003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate -TWTF--Week: 10/29/12 11/04/12 \$425.00 0.00 E 46 KSNV 11/05/12 11/05/12 M-F News 3 at Eleven CM 11pm-1135pm M-----:30 \$425.003 0.00 NM \$425.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 11/05/12 11/11/12 \$425.00 0.00 E 47 KSNV 11/03/12 11/04/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 \$400.003 0.00 NM 2 \$800.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----SS \$400.00 0.00 E 49 KSNV 11/03/12 11/03/12 Saturday Today CM 7a-9am -----5--:30 \$225.003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$225.00 0.00 E 50 KSNV 11/03/12 11/03/12 6a-7a CM ----S-:30 \$150,003 0.00 NM 2 \$300.00

Print Date: 08/10/12 16:50:07 Pag

KSNV

Page 6 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830033

10/30/12 - 11/05/12

Product Desc: Estimate: BERKLEY FOR SENATE

30S

| Ln Ch                     | Start          | End                  | Inventory Cod                    | e Break    | Start/End   | Time Days     | Len Sp | ots | Rate Pri  | Rtg Type S | Spots | Amount      |
|---------------------------|----------------|----------------------|----------------------------------|------------|-------------|---------------|--------|-----|-----------|------------|-------|-------------|
|                           |                |                      | News 3 Sunrise<br>News 3 Sunrise |            |             |               |        |     |           |            |       |             |
| NEWS                      |                |                      | ivews 3 Sunnse                   | SATURDAT   |             |               |        |     |           |            |       |             |
|                           | rt Date        | End Data             | Mookdovo                         | CnotoAMook | Dete        | Doting        |        |     |           |            |       |             |
| <u>ان من</u><br>/Week: 10 |                | End Date<br>11/04/12 | <u>Weekdays</u><br>S-            | Spots/Week | Rate        | Rating        |        |     |           |            |       |             |
| h-                        |                |                      | <del>_</del>                     | 2          |             | 0.00          |        |     |           |            |       |             |
| E 51 KSNV                 | 11/04/1        | 2 11/04/12           | Sunday Today                     | CM         | 7a-8am      | \$            | :30    | 1   | \$350.003 | 0.00 NM    | 1     | \$350.00    |
| 01111770                  | 212.427        |                      | Sunday Today                     |            |             |               |        |     |           |            |       |             |
| SUN TO                    |                |                      |                                  |            |             |               |        |     |           |            |       |             |
|                           | <u>rt Date</u> | End Date             | <u>Weekdays</u>                  | Spots/Week | <u>Rate</u> | <u>Rating</u> |        |     |           |            |       |             |
| Week: 10/                 | 29/12          | 11/04/12             | S                                | 1          | \$350.00    | 0.00          |        |     |           |            |       |             |
| E 52 KSNV                 | 11/03/1        | 2 11/03/12           | Saturday Night I                 | Live CM    | 1130pm-1:0  | 02amS-        | :30    | 1   | \$550,003 | 0.00 NM    | 1     | \$550.00    |
|                           |                |                      | Saturday Night                   | Live       |             |               |        |     |           |            |       |             |
| SNL                       |                |                      |                                  |            |             |               |        |     |           |            |       |             |
| <u>Sta</u>                | <u>rt Date</u> | End Date             | <u>Weekdays</u>                  | Spots/Week | <u>Rate</u> | Rating        |        |     |           |            |       |             |
| Week: 10/                 | 29/12          | 11/04/12             | S-                               | 1          | \$550.00    | 0.00          |        |     |           |            |       |             |
| N 53 KSNV                 | 11/04/1        | 2 11/04/12           | Sports Night in I                | Las VegaßM | Sun 1135p-  | 1200aS        | :30    | 1   | \$400.001 | 0.00 NM    | 1     | \$400.00    |
|                           |                |                      | Sports Night in                  | Las Vegas  | •           |               |        |     | ·         |            |       | •           |
| Sta                       | rt Date        | End Date             | Weekdays                         | Spots/Week | Rate        | Rating        |        |     |           |            |       |             |
| Week: 10/                 |                | 11/04/12             | S                                | 1          | \$400.00    | 0.00          |        |     |           |            |       |             |
|                           |                |                      |                                  |            | Ţ.30100     |               |        |     |           |            |       |             |
|                           |                |                      |                                  |            |             |               |        |     |           | Totals     | 168   | \$48,575.00 |